



# We tell stories that matter

to remember the past,  
and to guide the future.

Learn more about the work we do,  
and how you can be part of it.



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1-808-829-0000 (US)  
010-2126-0419 (KR)



[www.theRainbowWords.com](http://www.theRainbowWords.com)

# What NOW Does

- 1) **Preserve stories**  
of immigration, family,  
and community
- 2) **Create films**  
that move and resonate  
with audiences
- 3) **Expand content**  
beyond the screen,  
keeping the stories alive

### Archiving

Diaspora  
Research

### Film Production · Distribution

Film  
Production

Distribution  
Domestic /  
International

### IP Expansion

Lecture  
Exhibition  
Performance

**Carrying the Legacy, Inspiring the Future**

## Our Journey

- 2012** Established U.S. Headquarters
- 2021** Established Korean Branch
- 2021** Produced **<Words of Wisdom from the Rainbow State>**  
Officially preserved by the **National Archives of Korea**
- 2024** Granted Non-Profit Status  
Produced **<Songs of Love from Hawaii>**  
Aired on **PBS** & theatrical release in Korea

## Partners

The Ministry of Foreign Affairs of Korea, National Heritage Agency, Academy of Korean Studies, Hawaii Symphony Orchestra, Korea American Foundation Hawaii, Council of Korean Americans, and more.

## Team NOW

**Jinyoung Lee** (Founding Producer)  
**Yea Jee Lee** (Co-Producer, director of SM C&C Content Business Department)  
**Becca Bae** (Distribution/promotion manager)  
**Diana Kim** (Associate professor of Asian Studies at Georgetown Univ., research partner)  
**Oahu Films** (Production partner)

## Advisors

**Tae Sung Choi** (History communicator)  
**Jean Young Lee** (Director, Center for International Studies, Inha University)  
**Hye-Ryeon Lee** (Chair, Department of Communication and Information, University of Hawai'i)

## Notable Works

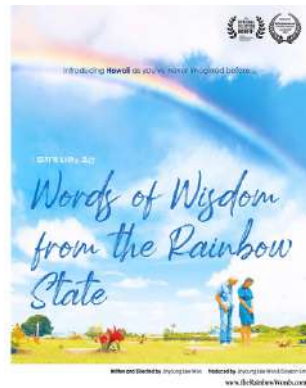
### Songs of Love from Hawaii (2024)



**A musical drama film depicting the rich history of the Korean diaspora in Hawai'i**

- The 43rd Hawai'i International Film Festival
- Aired on PBS Hawai'i
- Nationwide theatrical release in Korea with CJ/ CGV
- Global Release on Prime Video

### Words of Wisdom from the Rainbow State (2021)



**A 6-part documentary series capturing the history of early Korean immigrants through interviews with 5 direct descendants.**

- Official invitations from the 41st Hawai'i International Film Festival, Denmark International Women's Film Festival, and more
- Officially preserved by the National Archives of Korea (2024)

**Features bilingual on-screen text in Korean and English**



**Official Trailer**



**Official Trailer**

**"A brilliant symphony of history and music... more than just a film!"**

PBS HAWAI'I

**"A moving and beautiful portrayal of Korean immigrant history and hardship."**

Harry Kim | First Korean American Mayor in the U.S.

# Coming Together Through Award-Winning Films

## Corporate & Organizations

- Customized screening programs aligned with your organization's mission and event goals.
- Past screenings: the Korean Consulate in Honolulu, Korean American Association of New York, the Council of Korean Americans, Atlanta Korean Festival, and more.

### Celebrating Korean American identity and preserving its legacy through our storytelling.



The Korea Society



Korean American  
Coalition



Korean Cultural Center  
Los Angeles

## Public Benefit Screenings

- Partnering with nonprofits to offer screenings for underserved communities.
- Sharing powerful stories to inspire all ages and generations.

### Building community through the stories of our past.



Big Star Institute &  
Community Chest of Korea



Now Production Films &  
CJ Welfare Foundation



Korean American  
Community Foundation

“ Songs of Love brings to life the triumphs and hardships of our ancestors, reminding us that our journey is only just beginning... ”

Tammy Kim | Vice Mayor of Irvine



## Educational Institutions

- Customized screenings for diverse learners—K–12, higher education, Korean language schools, and homeschoolers.
- Over 100 screenings held across Hawai‘i, S, Korea, and the United States.

### Reimagining learning beyond the classroom with films and real-time discussions.



UC Irvine Center for Korean  
Studies



Seonil Middle School



Seoul National  
University Asia Center

“ A **must-watch** for anyone  
studying the Korean diaspora. ”

Prof. Diana Kim  
Asian Studies, Georgetown University

### Understanding Korean American Narratives through Cinema



Understanding Korean American  
Narratives through Cinema

English



영화를 통해 한인 이민 역사를 만나고  
소중한 삶의 가치를 재확인해요

Korean

[www.NowAca.org](http://www.NowAca.org)

- Offers a **10-session curriculum** developed by experts based on ‘Songs of Love’ and ‘Words of Wisdom’
- Includes quizzes, extended **learning materials**, and a discussion forum for deeper engagement
- Sponsored by the Academy of Korean Studies (AKS)

### Screening Request



[qrco.de/bg29Dz](http://qrco.de/bg29Dz)

✉ [nowhawaiiipr@gmail.com](mailto:nowhawaiiipr@gmail.com)

1-808-829-0000



Every screening  
request comes with a  
free Now Academy  
e-book (Eng/Kor)!

# Sharing knowledge, connecting hearts

Keynotes · Lectures · Workshops · Director Q&As



**Jinyoung Lee** | Founding Producer

Established Now Production | 2012

Executive Producer · Writer · Director

<Songs of Love from Hawaii (2024)>

<Words of Wisdom from the Rainbow State (2021) >

- Former Reporter – The Korea Times Hawai'i
- Former Anchor – KBFD-TV
- B.A. in Communication & Film – Ewha Womans University
- Best New Director – Liberty International & Tagore Film Festivals
- Author of acclaimed books on Hawaiian culture and travel, including Songs of Love Storybook



## Lecture Topics

**History**  
Korean  
Diaspora

**Global  
Citizen**  
Sharing  
culture

**Career**  
Creator  
Director



## Lecture

- Engaging Sessions with Award-Winning Filmmaker Jinyoung Lee
- Customized programs for schools, government, and corporate audiences exploring the Korean diaspora, cultural identity, and storytelling.
  - Flexible lectures: 60, 90, or 120 minutes (customizable)
  - In-depth workshops & day camps, e.g., Preserving Our Family History

### Topic examples

- ★ **Tracing Our Roots Through Film**
- ★ **Career: How I Became a Film Director**
- ★ **Wisdom from the Past for Life Today**
- ★ **Journey into Korean Identity Through Stories and Music**

### Request



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Hyundai Card  
Travel Library



Ministry of  
Foreign Affairs



Kyobo  
Bookstore



Georgia State  
University

## <Songs of Love> Storybook | by Jinyoung Lee

**A filmmaker's diary**

**: three years of vision, challenge, and heart**

- Bilingual Edition (Korean/English)
- Untold behind-the-scenes stories, exclusive interview with the featured musicians, and rare archives
- Perfect as an educational supplement or giveaway for screenings and lectures



KYOBO

To Purchase



[shorturl.at/VidhC](https://shorturl.at/VidhC)



# Beyond the Screen

Live performances, exhibitions, and media art—connecting with audiences through diverse formats for richer experiences.

## Cinema Concert



### <Songs of Love from Hawaii> Cinema Concert with Violinist Chee-Yun

2025.01.11

- Co-hosted by the Honolulu Museum of Art
- A live opening performance by Chee-Yun, followed by an engaging Q&A with Director Jinyoung Lee and Writer Gary Pak.

## Exhibition

### Songs of Love from Hawaii



#### Changwon Univ. Museum

### <Seen in Exhibits, Felt Through Film>

2024.11.27-11.28

#### Special Exhibition at Incheon Metropolitan City Museum

### <One Way to Powa>

2022.11.22 - 2023.2.5

### Words of Wisdom from the Rainbow State



#### Korean Immigration History Museum

### <Waves of That Day: Returning to Jemulpo>

2022.10.06 - 2022.11.20

- 120th Anniversary Exhibition of Korean Official Immigration
- Educational programs including Journey to Powa (Hawai'i)

# Keep the Story Alive

Now Production is a U.S. 501(c)(3) nonprofit studio dedicated to preserving stories that connect past and present.

## 3 Ways to Join Our Journey

### Request a Screening or Lecture

- Perfect for schools, churches, and community events
- Gift a screening to your favorite group — like the Parents' Day event screening at Aiea Korean Church, donated by Ms. Gap Sook Ha of Hawai'i
- Host a private screening — like the 60th birthday celebration with close friends, organized by Mrs. Julie Kim in New Jersey.

→ All proceeds support the creation of independent films.

### Support NOW

- Help us preserve the stories of the global Korean diaspora.
- Join as a producer and be part of the creative process.
- Every gift, big or small, makes a difference.

→ Visit [www.therainbowwords.com/donate](http://www.therainbowwords.com/donate) or scan the QR

→ Tax-deductible receipts available for U.S. donors



### Collaborate with Us

- Archiving Diaspora Stories
- Developing Educational Content
- Producing & Distributing Films

From their footsteps, we find our path

## The Story of Us

“ I believe that preserving the stories and wisdom of our ancestors offers light in times of uncertainty.

For our children—and for those who may feel lost—these stories remind us of where we come from. We are the descendants of those who faced unimaginable hardship with quiet strength, who never gave up hope, and who dreamed of a better future out of deep, unwavering love for their children, for us.

Because of them,  
I know we'll be okay.

”

From <Songs of Love> storybook

**Jinyoung Lee**

Founding Producer, Now Production Films

**This is OUR story**  
**Help write the next chapter with NOW**



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